

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TNC (US) Holdings, Inc.		11/21/2008	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	The Nielsen Company (US), LLC		
Street Address:	150 N. Martingale Road		
City:	Schaumburg		
State/Country:	ILLINOIS		
Postal Code:	60173		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77500545	HEALTHSCAPE	
CORRESPONDENCE DATA			
Fax Number:	(312)474-0448		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-474-6300		
Email:	docket@marshallip.com		
Correspondent Name:	Michael R. Graham		
Address Line 1:	233 South Wacker Drive		
Address Line 2:	Suite 6300		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	31405/60000		
NAME OF SUBMITTER:	Michael R. Graham		
Signature:	/Michael R. Graham/		
Date:	11/26/2008		

OP \$40.00 77500545

Total Attachments: 1
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THIS AGREEMENT is entered into, *nunc pro tunc*, effective as of October 1, 2008, between TNC (US) HOLDINGS, INC., a New York corporation 770 Broadway, New York, New York 10003 (hereinafter the "ASSIGNOR"), and THE NIELSEN COMPANY (US), LLC, a Delaware limited liability company with a principal place of business of 150 North Martingale Road, Schaumburg, Illinois 60173 (the "ASSIGNEE").

WHEREAS, ASSIGNOR owns all rights, title, interest and goodwill in the U.S. trademark HEALTHSCAPE, including the goodwill therein and the application to register this trademark in the U.S. Patent and Trademark Office, application Serial No. 77/500,545 (the "Trademark"); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties hereby acknowledge, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE, all of ASSIGNOR'S right, title and interest in and to the Trademark and the U.S. trademark application therefor, together with the goodwill of the business for which the trademark is used, and the right to sue and collect remedies for prior, contemporaneous or future infringement of the Trademark.

TNC (US) HOLDINGS, INC.

THE NIELSEN COMPANY (US), LLC

By: Mary A. Dresdow

By: Mary A. Dresdow

Name: Mary A. Dresdow

Name: Mary A. Dresdow

Title: Assistant Secretary

Title: Secretary

Dated: November 21, 2008

Dated November 21, 2008